PEO C3T Public Social Media

http://www.twitter.com/ArmyConnect

http://www.facebook.com/peoc3t

http://www.flickr.com/photos/peoc3t

http://peoc3t.monmouth.army.mil/C3Tnews.xml

February 3, 2010

PEO C3T Public Social Media Strategic Plan

PEO C3T began participating in public social media in March 2009. We quickly became a recognized brand for Army technology on the Web. With more than 800 followers on Twitter and 350 fans on Facebook, PEO C3T is recognized as the social media leader of ASA(ALT) organizations.

Until now, our public internet community has increased organically - our followers and fans find us based on what we broadcast and by word of mouth. This plan explores a viral approach as we identify PEO C3T's network (both internal DoD and external) and expand it strategically. Social media will prove to be a quick, efficient and easy way to convey a singular message to thousands of users in real-time.

If we're not there to communicate our message, someone else will do it for us.

Mission Statement:
PEO C3T Social Media group uses the popular sites Twitter, Facebook, Flickr and an RSS feed to distribute articles and photos approved for public release to a wider audience; thereby creating greater awareness of our systems and support to the Warfighter. This initiative supports the U.S. Army Office of the Chief of Public Affairs in their mission.

Goals:
• **Building Awareness** of PEO C3T's mission and programs (Educate and Inform)
• **Building/Expanding Relationships** with stakeholders: Congress, joint services, Soldiers, internal community and general public
• **Delivering Messages** of PEO C3T and U.S. Army

Investment/Minimum Cost:
• Open source tools: Twitter, Facebook, Flickr, and RSS
• Personnel: 2, 60% for 1st person, 10% of 2nd person per week. Team consists of Christie Silver (lead) and Denise Rule.

Why use social media?

- Increase awareness of PEO C3T systems and accomplishments by reaching an expanded, relevant audience.
- Encourage competition among vendors for government contracting opportunities by creating an additional venue for awareness and transparency
- Having open lines of communication with the public brings matters to our attention much more quickly and allows for a public response from our Public Affairs Office
- Use social media platforms in conjunction with traditional media (i.e. print articles) to expand the reach of our message

From the U.S. Army Social Media Best Practices (Tactics, Techniques, Procedures), "individuals are looking to the Web as their primary source of news and information. As an Army, we have an obligation to tell our story in the spaces and places where our community is already engaging." In fact, 40% of adults get information online, compared to 35% who get it from newspapers (Presentation from the U.S. Army PAO Symposium by CRT/tanaka).

Move to Two-Way Communications (from the Presentation from the U.S. Army PAO Symposium by CRT/tanaka)

Service-Oriented Conversation Pyramid

Spectators
Joiners
Collectors
Critics
Creator
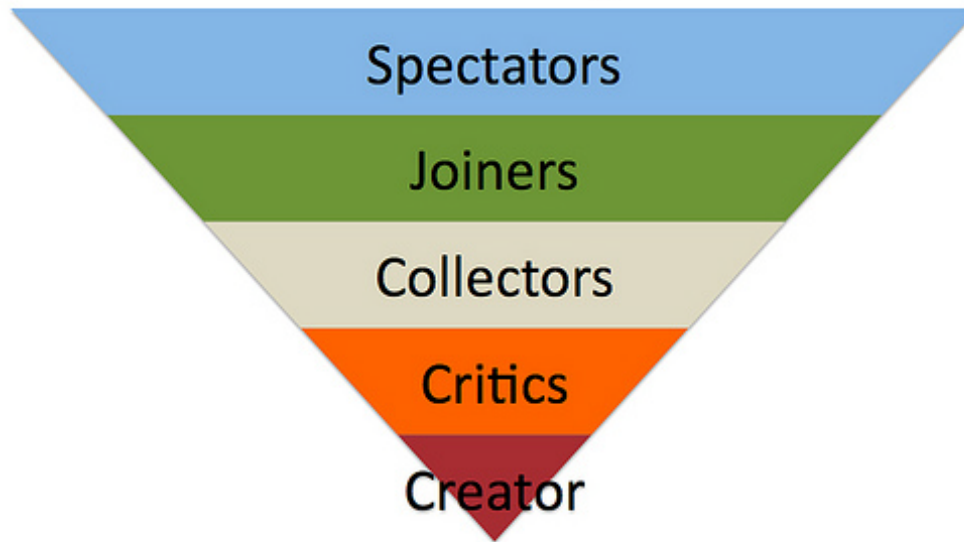
Principles to Migrate Towards

- Demonstrate how information can help and hurt the Army, U.S. government
- Understand that the public expects some levels of transparency, particularly with loved ones
- Instead of controlling the content and messaging, foster others' conversations
- Create private and safe environments for dialogue and feedback

Identifying our Current Network

Identify our stakeholders.

Name the individual people, installations, organizations, corporations and other entities who we determine to be our key stakeholders. The following is a list from the Strategic Communication Smart Books that the PMs have rated and are most relevant to our social media mission. *Indicates already following PEO C3T.*

Internal Audience:	TRADOC*
HQDA*	FORSCOM*
Principles and Staff	AMC*

RDECOM/ CERDEC*	General Public
Combatant Commanders and Staff	Media
Co., Bn., Bde. Division Commanders &	Executive Branch
Staffs	Congress
Soldiers*	OSD
Signal Soldiers*	Fed Govt Non-DoD
CECOM	Defense Acquisition University
S6Portal*	Dept. Homeland Security
C3T RMD	Industry
	Allied Partners/Nations
External Audience	State & Local Govt

Turn our network into followers.

- Continue engagement of stakeholders on Twitter to expand our following through reciprocity
- Post photos to Army groups on Flickr for increased exposure
- List our sites on Army.mil's social media page and the DoD's social media page

Expanding Communications

Facebook, Twitter and Flickr are presently effective means of distributing articles across the community. Now, we can support others in our organizations by facilitating other forms of communications which they wish to distribute.

- Whitepapers
- Professional Papers
- Briefings/Speaking engagements
- Podcasts
- Videos

Existing Procedures

Army.mil

- PEO C3T PAO and Broadcast post articles to CORE. Army.mil reviews submissions and picks up articles to post on their home page

Army Materiel Command

- PEO C3T articles are sent to the AMC's content manager, Beth Clemons, for distribution through AMC's twitter account and Facebook fan page

Twitter Procedures

- Articles written about PEO C3T approved for public release are published to the [RSS feed] on the [public site]
- The article title and a link to the magazine or the public page is tweeted. Tweets are spaced out for maximum exposure
- Articles from other [Army Team C4ISR] organizations as well as interesting technology articles from [Army.mil] or DoD social media articles are also tweeted to maintain followers' interest
- A link to job openings is tweeted approximately once a week, or when there are new postings
- Select photos posted on Flickr are tweeted
- Any questions or messages are reported to the Public Affairs Office for review/response
- Post tweets and photos from conferences such as Army IT Day 14 January., plans to tweet the upcoming Functional Leader Summit 8 – 11 February.

Twitter Promotion

- Featured article ran on the KC and the public site

- Admins and followers regularly participate in recommending @ArmyConnect on Twitter
- Feed is on milWiki on the PEO C3T portal and several articles
- Feed is on Facebook fan page

Who follows @ArmyConnect?

Please see the attached spreadsheet of notable followers, including PAOs, Official DoD or other government accounts, contractors, Soldiers and Officers.

Facebook Procedures

- Post links to articles and photos on the Fan Page wall
- Tabs include feeds of photos, tweets and the RSS feed
- Monitor the page regularly for comments from fans. Any questions are directed to the Public Affairs Office
- Optimal posts are between one and four per day. More than that risks saturation and disinterest

Facebook Promotion

- Facebook automatically suggests the page to the friends of fans
- Admins promoted the page on Twitter and personal Facebook pages
- AMC promoted the page on Twitter and Facebook

Flickr Procedures

- Receive photos with captions approved for public release from Broadcast or Strat Comm
- Upload photos to Flickr with captions. Tweet and post notable photos on Facebook
- Within a week of an event, or upon PAO approval (if not obtained on-site), the best photos will be uploaded with captions to a SharePoint folder for Social Media
- Photos are organized into sets by PM, and are tagged Army, Military, System, etc. for users to find

RSS Feed

- Articles written by PEO C3T employees are posted to the public site newsroom page and added to the RSS feed
- Externally authored articles are linked to the RSS feed from their original publication

Observations and Metrics

Facebook and Flickr have built-in metrics reports that show visits and users statistics. Twitter does not have a similar feature, but metrics are tracked by using a URL shortener that indicates the number of times a link is clicked. Google Analytics provides a detailed report on the public site that shows the number of visits, which sites referred visitors, and their countries of origin. Sample reports are attached.

The program is in its beginning phases, and numbers of followers and fans have grown steadily. A monthly analysis of metrics will be used to determine the success of our expansion efforts, and the least effective media will be altered or discontinued to allow for the optimal use of resources.

Notable trends:

- Tweets and Facebook posts are more likely to be clicked or commented on in the afternoon. It appears to have a correlation with workforce downtime.
- Posts that mention a PM are more likely to generate comments and clicks. The metrics report on the public site shows what users enter into search engines before being directed to the site. The top ten keywords entered include nine PMs.
- Flickr views are directed by tweets. The number of page views spikes around the time a link is posted on Twitter.

Current site content

Facebook: http://www.facebook.com/PEOC3T

- link to the new Aberdeen Proving Ground fan page
- Army.mil articles with links
- Link to AFCEA's page with an announcement of milSuite's participation in the 2010 West conference

Twitter: http://www.twitter.com/ArmyConnect

- Retweeted AMC's post about TARDEC student hires
- Promotion of milSuite's participation in a panel at 2010 West conference
- Tweeted RDECOM's CRADA with the University of Delaware

Flickr: http://www.flickr.com/photos/peoc3t

- Commercials promoting milBook
- Photos taken at Army IT Day
- Change of charter photos of MG Nick Justice and BG N. Lee S. Price